BUILDING TO #1

PRODUCT PROMOTION PLAN

THIRD SALES CYCLE

(APRIL 30-JUNE 22, 1973)

PHILIP MORRIS U.S.A.

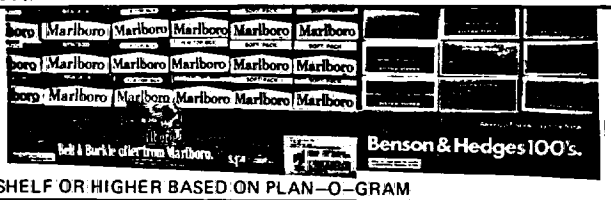
1005201568

Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]

THIRD SALES CYCLE
(APRIL 30-JUNE 22, 1973)

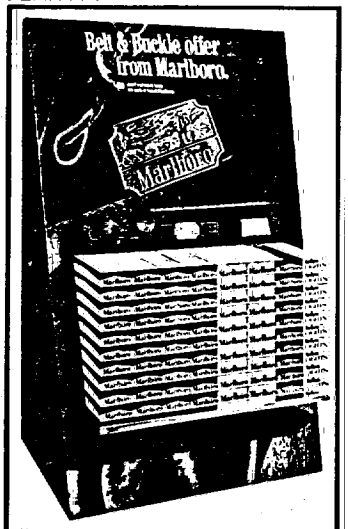
PRIMARY FEATURED BRAND:	Marlboro Reds & 100's	(8 weeks)
SECONDARY FEATURED BRAND:	Parliament 85's & 100's	(April 30 – May 25)
	Benson & Hedges 100's	(May 28 – June 22)

PLAN A



4TH SHELF OR HIGHER BASED ON PLAN–O–GRAM

PLAN A-1

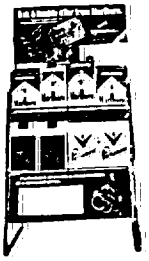


PROMINENT END AISLE OR, OTHER PROMINENT AREA OF STORE

PLAN B

WOOD RACK

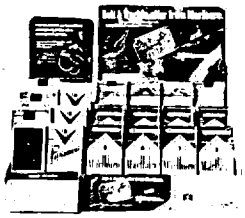
NEW WIRE RACK



April 30 – May 25

May 28 – June 22

PLAN B-1



April 30 – May 25

May 28 – June 22

LOCATION OF DISPLAY B & B-1

FRONT COUNTER NEAR CASH REGISTER

PURPOSE OF DISPLAY

- INSURE ADEQUATE PRODUCT VISIBILITY
- IMPROVE PRODUCT EXPOSURE
- SATISFY CONSUMER DEMAND FOR PRODUCT
- SELF SERVICE

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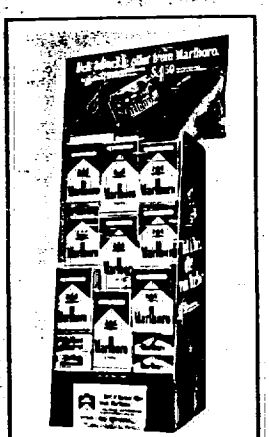
Source: https://www.industrydocuments.ucsf.edu/docs/tryk0000

PRIMARY



Marlboro
30 Pack Display

TERTIARY

Virginia Slims
April 30 – May 25

Benson & Hedges Multifilter
May 28 – June 22

20 Pack Displays

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Source: https://www.industrydocuments.ucsf.edu/docs/tfyk0000

PROMOTION RATIONALE

MARLBORO

Marlboro sales in 1973 show a continuation of the broad strength the brand displayed in 1972. So far this year, total Marlboro sales are up 12% over 1972, and all packings are contributing to this significant growth picture: Marlboro Red up 12%, Marlboro 100's up 18%, Marlboro Lights up 12% and Marlboro Menthol up 19%.

The success of the Marlboro Country Store and the interest it generated in western clothing and related items indicates that the offer planned for the Third Sales Cycle should be well received by consumers and the trade alike.

We'll be offering a top-quality Marlboro Belt and Buckle to consumers for $4.50 plus two end labels from any pack or box of Marlboro.

The buckle is a special Marlboro design which has a hand-brushed, antiqued finish. The belt, available in black or brown, is made of top grain steer hide leather and comes in small, medium and large.

This exciting offer, in addition to receiving the full primary display effort, will be supported by an A-1 display and full page 4-Color ads in Playboy, Motor Trend, True and Sports Illustrated.

PARLIAMENT

During the Third Sales Cycle of 1973, Parliament will continue to feature its folding bicycle offer to the consumer. For five end packs and $55.00 the Parliament folding bike will be delivered to any doorstep in the U.S.A. Not a bad deal considering Abercrombie & Fitch is selling it for $110.00!

Bicycles continue to be one of the most sought-after consumer products in America. This promotion should attract a great deal of interest from both a media standpoint (Newspaper Supplements and Magazines), as well as at point of sale. Speaking of point of sale, you may be surprised to find a new piece included during this secondary coverage period. An easel/cash register card will be included in addition to the standard shelf talkers in point of sale distribution. The easel card can also be used on vending machine.

NOTE: Under no circumstances are these cards, or any other P.O.S. pieces ever to be taped or pasted to any vending machine unless specific permission has been received from the vending machine operator who owns the machine (not store owners or store personnel).

Parliament sales are off and running again in 1973. Parliament 100's, of course, are leading the pace, so don't forget them in your calls.

BENSON & HEDGES

Benson & Hedges 100's is now the eighth largest brand in the country!

The 100 millimeter category continues to be the fastest growing segment of the industry with sales increasing about 8% this year. Maintaining its leadership position in the category, Benson & Hedges accounts for 1 out of every 6 packs of 100MM cigarettes purchased.

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Source: https://www.industrydocuments.ucsf.edu/docs/tpyk0000

Gold sales are up 10% while Menthol sales are up 18%. With such vitality, sufficient stock at every level will be needed to avoid an out of stock condition.

During the Third Sales Cycle, Benson & Hedges will be the secondary brand for the second four weeks. Generic point-of-sale materials and extensive advertising support of "America's Favorite Cigarette Break" will continue to endear Benson & Hedges to its customers and retailers.

VIRGINIA SLIMS

As you know, Virginia Slims wound up in 1972 with a 12.9% sales increase.

In 1973 that growth pattern is continuing with Slims being up over 10% for the first two months. Both the Book of Days and London Vacation Sweepstakes have been enormously successful in generating additional sales.

We expect the trend to continue with increased sales throughout 1973. Make sure there is enough Slims on hand to meet the increasing demand.

BENSON & HEDGES MULTIFILTER

During the Third Sales Cycle, Benson & Hedges Multifilter will offer a special premium reflecting the modern look and feel of Multifilter cigarettes. A Braun $20 Butane table lighter will be offered for $9.00 plus two labels from a Multifilter package--Regular or Menthol.

This contemporary lighter will deliver consumer trial for the brand. The Program represents another in our continuing support efforts against the trade and consumer to maintain the momentum we have so far established.

Multifilter: "20 very modern cigarettes" -- a brand that's on the move.

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Source: https://www.industrydocuments.ucsf.edu/docs/tryk0000

RETAIL ACTIVITIES

THIRD SALES CYCLE

APRIL 30, 1973 - JUNE 22, 1973

During the Third Sales Cycle, all sales force activity should be directed toward the support of the following brands:

BRAND POSITION	PERIOD 3-A APRIL 30 -- MAY 25	PERIOD 3-B MAY 28 -- JUNE 22
FIRST MAJOR	MARLBORO	
SECOND MAJOR	PARLIAMENT 80's/85's & 100's	BENSON & HEDGES - Regular & Menthol
TERTIARY	VIRGINIA SLIMS - Regular & Menthol	BENSON & HEDGES MULTIFILTER

THE RETAIL SALES CALL

The importance of Retail Sales Calls was thoroughly covered in your Letter of Instructions during the Second Sales Cycle 1973. Elements of a good Retail Call are: Planning, Objective Setting, Preparation, Presentation, Follow Through (get the order) and install P.O.S. Materials. The Retail Sales Call will continue to be the single biggest contributing factor to moving Philip Morris to the number 1 position in the tobacco industry. The basis for that statement is: If our brands are not sold into the Retail Outlets and properly merchandised, the consumer cannot buy them. The Sales Representatives are the only members in the Sales Organization that can affect product availability at Retail.

Based on the importance of the Retail Call, the primary thrust of this Letter of Instructions will focus on the Non-Control and the Control Outlet.

- The Non-Control Outlet: Is an independent outlet or even a member of a chain group, in which you can sell your product directly to the decision maker on the premises without prior Headquarters approval. Payment can usually be made in cash or you can bill through the local jobber. Merchandising decision will also be made with the decision maker on premises.

- The Controlled Outlet: Is a chain store in which merchandise is generally ordered through an order guide. The product mix that the store carries is pre-determined by Headquarters and you can never sell directly to the store manager for cash and/or bill him through a local jobber.

As you approach this cycle, remember: although you have a greater number of non-controlled calls in your territory than controlled calls, each call (control or non-control) must be approached with the same amount of aggressiveness and enthusiasm as they are of equal importance to our business. All Sales Representatives should be aware of the tremendous opportunities that exist to get extra volume in the controlled outlets. Get to the order book at every opportunity and write in quantities of our brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/rykb0000

THE NON-CONTROL OUTLET (CONTRACT OR NON-CONTRACT)

PLANNING/OBJECTIVE SETTING

1. Review call cards - determine specific objectives (should be listed on call cards in order or priority) other than selling in Product Promotion Plan.
2. Prepack set/sell displays - pack bag with P.O.S. items prior to entering store.

GREET STORE MANAGER/OPENING THE CALL

1. Identify yourself - tell purpose of call. Make certain you are talking with decision maker. Take product out of bag - place on counter - Open The Call. Use your prepared Sales Presentation - this is a must.

SELL-IN BRANDS

1. During the Third Sales Cycle of 1973, the offer to the trade will be:

   . 5% free goods (one pack free with 2 cartons), plus

   . $1.50 cash for placement of a set/sell display in a self service position on the counter or checkout for a period of 2-weeks.

FIRST FOUR WEEKS	SECOND FOUR WEEKS
5 - Marlboro (3-100's, 1-Men, 1-Lts)	5 - Marlboro (3-100's, 1-Men, 1-Lts)
3 - Parliament - 80's/85's & 100's	3 - Benson & Hedges - Reg & Men
2 - Virginia Slims - Reg & Men	2 - Benson & Hedges Multifilter
10 - Carton Sell-In	10 - Carton Sell-In

   Sell-in extra carton of Marlboro Reds and/or other brands not featured this cycle - free goods will not be given on Marlboro Reds - maximum free goods are 5-packs per store (plus $1.50 for display). Where necessary, you may sell-in less than 10-carton but keep the free goods in relation to sales.

2. Once you have made your presentation, Close The Sale - if you cannot affect a close on the first attempt, you should try a second close - without reducing the 10-cartons. An alternate second close could be the "Extra Profit" Presentation Sheet most recently sent out from the New York Office.

DISPLAY PLACEMENT

1. In non-controlled stores without "B" or "B-1" displays (non-contract outlets), utilize your set/sell displays to display the first major brand. In those outlets with "B" or "B-1" displays (contract outlets), the first and second major brands are already displayed in "B-1" or in our new "B" displays. You should therefore secure display support on the tertiary brands in the set/sell displays.
2. In those instances where you cannot place the set/sell $1.50 displays, you may still sell-in merchandise outlined in this Product Promotion Plan giving the 5% free goods as authorized or vice versa.

MERCHANDISE/SERVICE DISPLAYS OR RACKS

1. Place display in up-front locations; stock pack rack if available.
2. Remind manager - there will be no payments for non-compliance.

ADMINISTRATIVE DETAILS

1. Take care of all pertinent details.

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Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]

THE CONTROLLED OUTLET

PLANNING/OBJECTIVE SETTING

1. Review your call card and determine what objectives you plan to accomplish in the store.
2. If you will try and gain additional space on the carton rack, tell the store manager the brand or brands that should have facings reduced in order to make room for Philip Morris brands.
3. If you are going to install an A-1 display, know exactly where it should go. Have the display when you enter the store or a picture of it.
4. Prepack your bag (where permitted) with the P.O.S. items you plan to put-up in that store.
5. If you're going to try to put up a department market - take it with you.

GREET STORE MANAGER/OPENING THE CALL

1. Greet the store manager, identify yourself, and tell him the purpose of your call. Use your prepared presentation - this is a must.

SERVICE DISPLAYS OR RACKS

1. Then do the following: install A-1 Display if applicable.
2. Fill pack rack (take merchandise from carton rack), fill carton rack (take merchandise from back room), label pack and carton rack and put-up shelf talkers and coupon pads.
3. Now you have accomplished two things: (a) made Philip Morris brands available to the consumers and (b) you have done the manager a "Favor". The manager now considers his "Back Room" inventory as being sold.

SELL-IN BRANDS

1. Now contact the manager and tell him what you have done -- tell him to give you the order book so that you can re-order the appropriate quantity of all Philip Morris brands. This should be an easy and automatic sell. Discuss managers weekly orders - increase if necessary. Increase base inventories especially on our major brands.
2. Now move on to your other specific objectives (should be listed on call card): an extra 2-rows for Marlboro Reds or Virginia Slims in his store owned vending machine. In each instance know what brands will be reduced in facings to make room for the Philip Morris brands added.

ADMINISTRATIVE DETAILS

1. As applicable.

OTHER ACTIVITIES

1. Secure managers approval to put-up posters, department markers or other P.O.S. items.
2. Use a positive approach - tell him what you're going to do and identify locations.

ENDING THE CALL

Thank the Retailer, stress the importance of keeping P.O.S. Materials up and tell him when you will call again.

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Source: https://www.industrydocuments.ucsf.edu/docs/fyk00b0

OTHER ACTIVITIES

MERCHANDISING

The Merchandising Program Set-Up Sheet for the Third Cycle will not be provided this cycle. You can refer to the inside front cover of the Product Promotion Plan for the brands to be featured and dates for the various contract displays.

SELLING AIDS

- Posters (Tyvek) - These posters have been specially treated for long life out of doors. They are very durable and are most appropriately used in resort areas.
- Litter Bags - You will receive a supply of these bags from your Division Manager to be used as give-aways. With the increased concern for ecology, these bags are excellent for use in automobiles to help control littering.
- "Special Offer" - 10-carton bands. This wide paper band is designed to facilitate handling of the 10-carton combination offer.

SWITCH SELLING

Every opportunity should be taken to effectively utilize your daily allocation of 20's to switch sell. Develop a strong selling message for your brand. Practice until you can deliver it with confidence and ease.

SALES OPENER/PRESENTATION

A prepared Sales Opener is a must - followed by a factual Profit Oriented Presentation. Offer benefits of brand - close (ask for order).

REPORTING

Your Daily Work Record and Scanner are the primary documents that reflect your accomplishments. Complete with care and check them before submission each week. Follow reporting instructions exactly - no exceptions!

OTHER ACTIVITIES

1. Put-up P.O.S. Materials - use a "Positive" approach. Show manager what you have, tell him you're going to put it up and identify the location.
2. Make effort to meet other employees in store.

ENDING THE CALL

1. Thank the Retailer, stress the importance of keeping display up. Tell him you will see him in 4 weeks, 8 weeks or whenever you will make the call again. The manager/buyer should know that he will see his Philip Morris Representative again and when.

J. P. Jeb Lee

1005201576

Source: https://www.industrydocuments.ucsf.edu/docs/tryk0000

YOUR OWN SALES STORY

THE OPENER: Good morning Mr. _____. Did you know that you can earn more than 30% on high turnover brands such as Marlboro, Parliament, (or Benson & Hedges), and Virginia Slims (or Benson & Hedges Multifilter).

SALES/BENEFIT STORY: (Study the Promotional Rationale and Chapter 2-6 of your ASK Manual to Develop).

MARLBORO _____

PARLIAMENT - 80's/85's & 100's _____

BENSON & HEDGES - Regular & Menthol _____

VIRGINIA SLIMS - Regular & Menthol _____

BENSON & HEDGES MULTIFILTER _____

POSSIBLE OBJECTIONS: _____

YOUR RESPONSE TO THESE OBJECTIONS: _____

CLOSING _____

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Source: https://www.industrydocuments.ucsf.edu/docs/ryk0000

POINT-OF-SALE KIT - 3RD SALES CYCLE

APRIL 30 - JUNE 22

MARLBORO BELT AND BUCKLE	S/Rs	D.Ms	CASE PACKINGS
30 Pack Set Up & Sell	150	150	75's
18 Pack Set Up & Sell	50	50	Banded 50's
Butterfly Coupon Pads of 50	200	200	50
Large Shelf Talkers with Coupon Pads of 50's (Stitched)	30	30	Banded 30's
Small Shelf Talkers with Coupon Pads of 50's (Stitched)	75	75	75's
Posters (Tyvek)	50	50	Bulk
Promotion Catalog Sheets	10	10	Bulk
PARLIAMENT BICYCLE OFFER - 4/30 - 5/25			
Large Shelf Talker/Stitched Coupons (50's)	30	30	Banded 30's
Small Shelf Talker/Stitched Coupons (50's)	75	75	75's
*Counter Cards and Butterfly Coupon Pads (50's)	30	30	Banded 30's
BENSON & HEDGES - Generic 5/28 - 6/22			
Large Shelf Talker	30	30	Banded 30's
Small Shelf Talker	75	75	75's
VIRGINIA SLIMS - Generic - 4/30 - 5/25			
20 Pack Set & Sell Unit	75	75	75's
BENSON & HEDGES MULTIFILTER - Table Lighter 5/28 - 6/22			
20 Pack Set & Sell Unit	75	75	75's
Butterfly Coupon Pad of 50	75	75	75's
Litter Bags		4 cs.	2,500
"Special Offer" 10-Carton Bands	10	10	Bulk
DAILY WORK RECORD	2	1	
RETAIL ORDER PADS	2	1	
MASKING TAPE	1	1	
SCANNER SHEETS	10	-	

*NOTE: UNDER NO CIRCUMSTANCES ARE THESE CARDS OR ANY OTHER P.O.S. PIECES TO BE TAPED OR PASTED TO ANY VENDING MACHINE UNLESS SPECIFIC PERMISSION HAS BEEN RECEIVED FROM THE VENDING MACHINE OPERATOR WHO OWNS THE MACHINE (NOT STORE OWNERS OR STORE PERSONNEL).

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Source: https://www.industrydocuments.ucsf.edu/docs/fyk0000

SCANNER SHEET REPORTING INSTRUCTIONS

SALESMAN'S NAME_____

TERRITORY NUMBER_____

SALESMAN'S TERRITORY NUMBER	WEEK ENDING (Friday)		SALES CYCLE NO.
	MONTH	DAY	
0 1 2 3 4 5 6 7 8 9	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	0 1 2 3	0 1 2 3 4 5 6 7 8 9

REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.

REVIEW YOUR SCANNER CAREFULLY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY.

MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING.

WORK ACTIVITY DID NOT WORK DOWN TIME

MON	TUE	WED	THU	FRI

SELLING ALONE

MON	TUE	WED	THU	FRI
1	1	1	1	1

BEING TRAINED

MON	TUE	WED	THU	FRI
1	1	1	1	1

TOTAL CALLS WEEK	BREAKDOWN OF CALLS →	Type Calls: Non-Controlled	Type Calls: Con-trolled
0 1 2 3 4 5 6 7 8 9	Non-Controlled Stores where buying and merchandising decisions are made locally. Controlled Chain stores where buying and merchandising decisions are made at head-quarters.	0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

REPORT NUMBER OF NON-CONTROLLED AND NUMBER OF CONTROLLED CALLS MADE EACH WEEK. ALSO REPORT THE TOTAL OF ALL CALLS MADE.

DEALER INCENTIVE

GRATIS PACKS 1st MAJOR CIGARETTE	GRATIS PACKS 2nd MAJOR CIGARETTE	GRATIS PACKS 3rd MAJOR CIGARETTE
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

SHOW GRATIS PACKS USED FOR MARLBORO 100'S MENTHOL & LIGHTS UNDER 1ST MAJOR CIGARETTE FOR THE FULL EIGHT WEEKS OF 3RD CYCLE.

SHOW GRATIS PACKS USED FOR PARLIAMENT UNDER 2ND MAJOR CIGARETTE FOR THE FIRST 4 WEEKS OF THE 3RD CYCLE (APRIL 30-MAY 25).

SHOW GRATIS PACKS USED FOR BENSON & HEDGES 100'S UNDER 2ND MAJOR CIGARETTE DURING THE LAST 4 WEEKS OF THE 3RD CYCLE (MAY 28-JUNE 22).

SHOW GRATIS PACKS USED FOR VIRGINIA SLIMS UNDER 3RD MAJOR CIGARETTE FOR THE FIRST 4 WEEKS OF THE 3RD CYCLE (APRIL 30-MAY 25).

SHOW GRATIS PACKS USED FOR B & H MULTIFILTER UNDER 3RD MAJOR CIGARETTE FOR THE LAST 4 WEEKS OF THE 3RD CYCLE (MAY 28-JUNE 22).

1005201579

Source: https://www.industrydocuments.ucsf.edu/docs/tryk0000

CARTONS SOLD

1st MAJOR CIGARETTE	
Non-Controlled	Controlled
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT ALL SALES OF MARLBORO IN THIS COLUMN FOR THE FULL EIGHT WEEKS. MAKE CERTAIN NON-CONTROLLED TOTALS ARE SEPARATED FROM CONTROLLED TOTALS.

2nd MAJOR CIGARETTE	
Non-Controlled	Controlled
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

- REPORT ALL SALES OF PARLIAMENT IN THIS COLUMN FOR THE FIRST 4 WEEKS (APRIL 30-MAY 25).
- BENSON & HEDGES 2ND 4 WEEKS (MAY 28-JUNE 22).

SUPPLEMENTAL/ITEM "A"	
Non-Controlled	Controlled
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

- REPORT ALL SALES OF VIRGINIA SLIMS IN THIS COLUMN FOR THE FIRST 4 WEEKS (APRIL 30-MAY 25).
- B & H MULTIFILTER - 2ND 4 WEEKS (MAY 28-JUNE 22).

SUPPLEMENTAL/ITEM "B"	
Non-Controlled	Controlled
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT THE SALES OF ALL OTHER BRANDS IN THIS COLUMN FOR THE ENTIRE CYCLE.

DISPLAYS

SETUP OR SERVICE	
B	B-1
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT AS USUAL

1st MAJOR CIG.	
SET/SELL	SPECIAL ACTIVITY
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT ALL SET/SELL DISPLAYS FOR MARLBORO IN THIS COLUMN

DO NOT REPORT IN THIS COLUMN

2nd MAJOR CIG.	
SET/SELL	SPECIAL ACTIVITY
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

DO NOT REPORT IN THIS COLUMN

DO NOT REPORT IN THIS COLUMN

SUPPLEMENTAL/ITEM "A"

DISPLAYS ERECTED	SPECIAL ACTIVITY
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT ALL VIRGINIA SLIMS SET/SELL DISPLAYS DURING THE FIRST 4 WEEKS B & H MULTIFEILTER 2ND 4 WEEKS

DO NOT REPORT IN THIS SECTION

SUPPLEMENTAL/ITEM "B"

DISPLAYS ERECTED	SPECIAL ACTIVITY
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT ALL A-1 DISPLAYS ERECTED THIS CYCLE IN THIS COLUMN

DO NOT REPORT IN THIS COLUMN

Source: https://www.industrydocuments.ucsf.edu/docs/tryk0000

Form # 1239 Rev. 4/70
P. M. U. S. A.

PHILIP MORRIS U. S. A.

SALESMAN'S EXPENSE VOUCHER

DRAFT NO. ← FILL IN

DO NOT WRITE HERE → GROUP | SALESMAN'S NUMBER

SALESMAN'S NAME (PRINT) | WEEK ENDING (SATURDAY) 19

HEADQUARTERS (CITY-STATE) | TERRITORY CODE | REGION NO. | SECTION NO.

Receipts must be attached to duplicate copy which is mailed to immediate superior for all expenses. Such receipts must be on Certified Bill Head showing date, items purchased and value, and must be signed by the person receiving payment.

		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOTAL	Acct. Code
	Hours Worked									FOR OFFICE USE ONLY
	Explanation Time Not Worked									
	Town and State Where Expenses Were Incurred									
Personal And Other Expenses	Room									
	Meals									
	Telephone, Telegrams, Postage									
	Transportation Paid By You (other than company car)									
	Personal Smokes									
	Supplies - Office, Etc.									
	Total Personal and Other Expenses									
Samples	Switch Sampling									
	Samples - Other (Specify)									
Incentive Promotions	Dealer Incentives									
	Marlboro (100's, Men. & Lts)	150	Packs	@	31¢				$ 46.50	
	Parliament (or Benson & Hedges)	100	"	@	32¢				32.00	
	Virginia Slims (or B&H Multifilter)	50	"	@	31¢				15.50	
	$1.50 Gratis Units 1st Major	90	Outlets	@	$1.50	Each			135.00	
	$1.50 Gratis Units 2nd Major	30	Outlets	@	$1.50	Each			45.00	

MERCHANDISING PROGRAM EXPENSES SHOW TOTALS FROM PERFORMANCE REPORTS - LOCAL PROMOTIONS	WEEKLY TOTALS PLANS A & C (FORM #1762)		
	WEEKLY TOTAL PLANS B & B-1 (FORM #1763)		

SHOW AIR TRAVEL CARD CHARGES SEE INSTRUCTIONS #11

TRIP DATE	TICKET NO.	ORIGIN	DESTINATION	AMOUNT
				$

TOTAL EXPENSES ABOVE		
AUTO EXPENSE (FROM AUTO EXPENSE STATEMENT)		
TOTAL EXPENSE		

Comments:

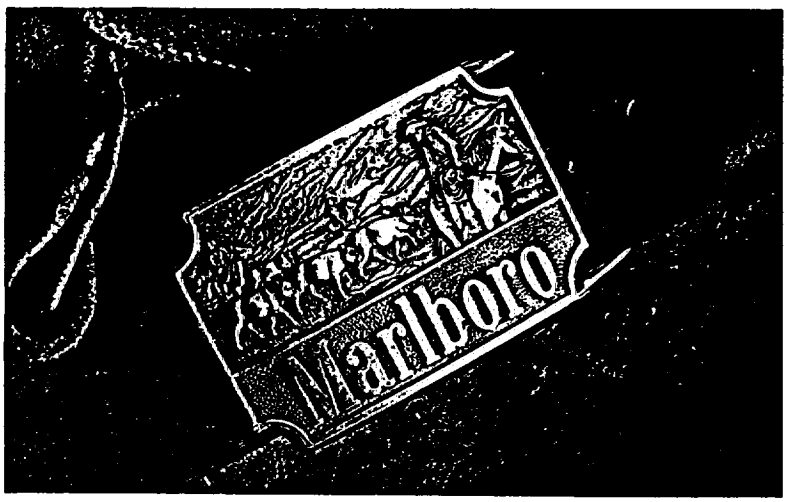
SIGNATURE | ADDRESS | CITY | STATE | ZIP CODE

Quadruplicate (Salesman Only) Forward To Section Office

1005201581

Source: https://www.industrydocuments.ucsf.edu/docs/ryk0000

Marlboro announces another great consumer promotion.



The Marlboro Belt & Buckle offer. April 30-June 24

We've taken a specially designed hand-brushed, antique-finished Marlboro Buckle and hitched it to a top-grain steerhide leather belt.

We're offering it to your customers for only $4.50 (plus 2 end labels from any pack or box of Marlboro) through strong point-of-sale and extensive media exposure including 4 color ads in Playboy, True, Motor Trend and Sports Illustrated with a total circulation of over 9 million.

Marlboro is the fastest growing major cigarette brand in the U.S. Sales in 1972 were up 17%.

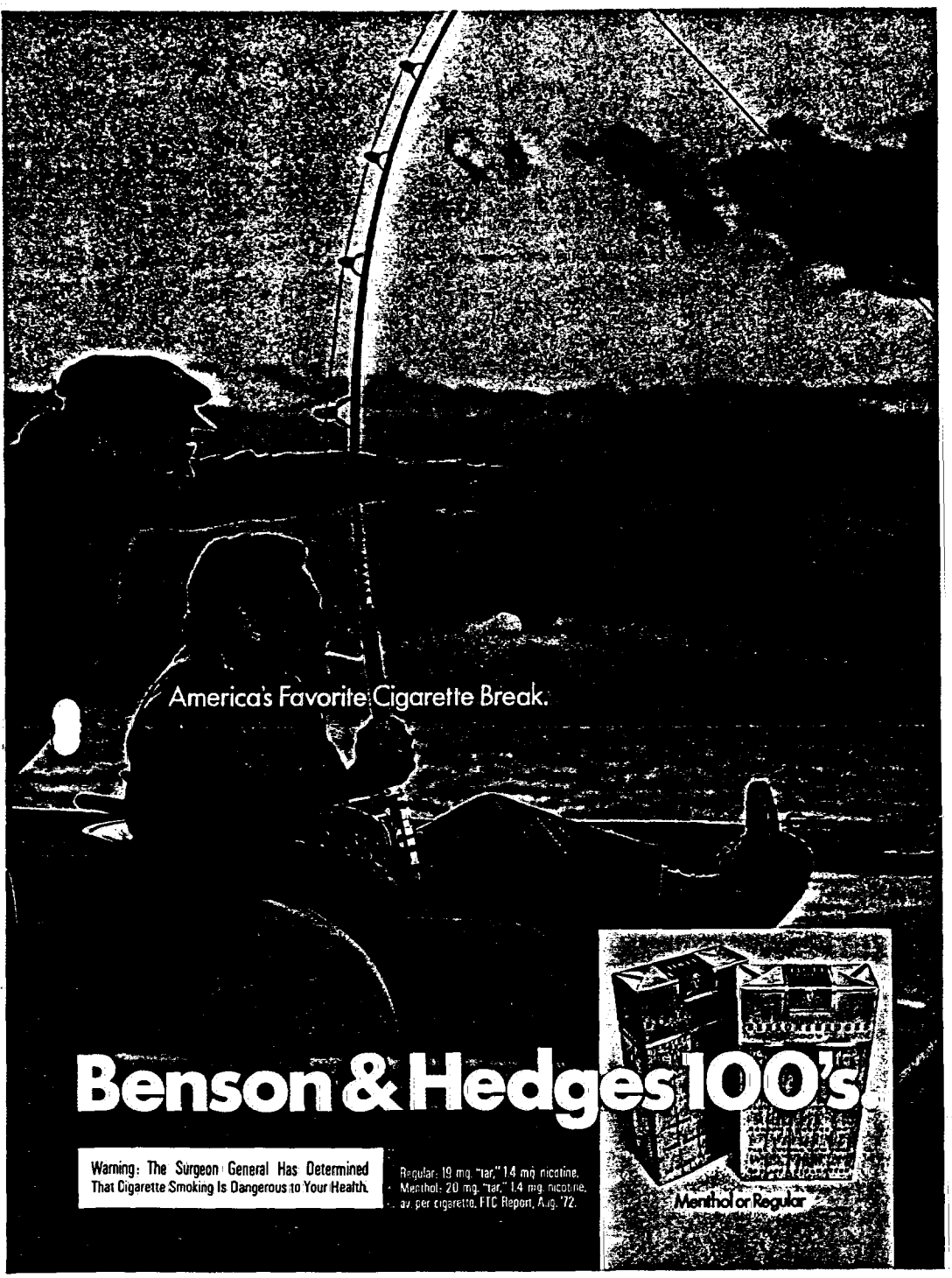
Don't get caught short. Take advantage of the additional sales that will come from this Belt & Buckle Offer.

Come to where the profits are.
Come to Marlboro Country.

MA 27-73

1005201582

Source: https://www.industrydocuments.ucsf.edu/docs/tryk0000



As advertised in TV Guide-August, '73, Time-3/19, Newsweek-3/19, Sports Illustrated-3/19, Saturday Review-3/10, World-3/27, Harpers-May, Atlantic-April, New York Magazine-3/5, Cue-5/5, Philadelphia-Nov., Boston-Nov., Southern Living-Oct., Stagebill-April, Playbill-April, Sunday, Parade & Indep.-4/8, N.Y. Times-4/8, Family Weekly-7/8, U.S. News-3/26, Playboy-May, Qui-Nov., Gallery-May.

1005201583

Source: https://www.industrydocuments.ucsf.edu/docs/tryk0000

PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

★ ★ ★

ADVERTISING SCHEDULE

APRIL 30 - JUNE 22

3RD SALES CYCLE

1973

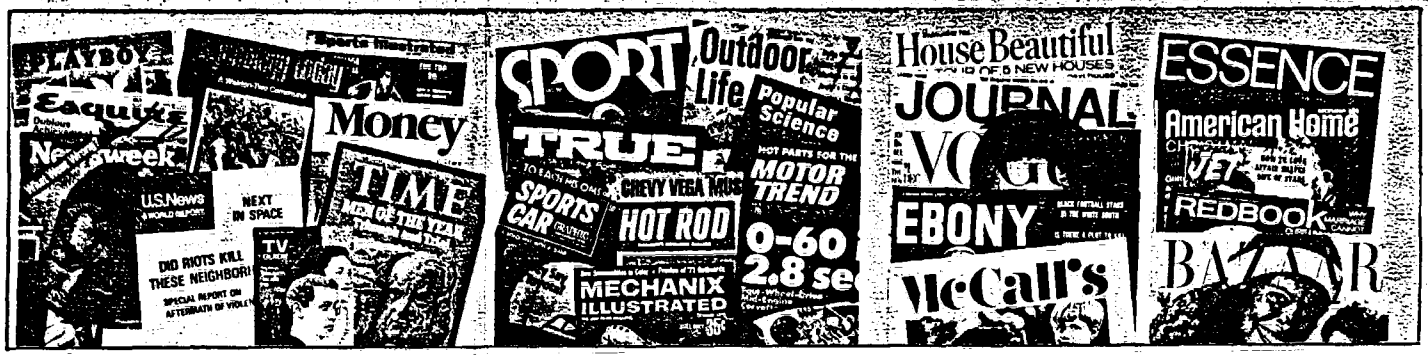
★ ★ ★

MARLBORO BENSON & HEDGES PARLIAMENT

VIRGINIA SLIMS MULTIFILTER

1005201584

Source: https://www.industrydocuments.ucsf.edu/docs/kyk00000



NATIONAL PERIODICALS

ON SALE THIS CYCLE

MARLBORO

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Playboy
Penthouse
Gallery
Oui
Esquire
Popular Science
Popular Mechanics
Mechanix Illustrated
Sport
True
Outdoor Life
Field & Stream
Sporting News
Argosy
VFW Magazine
American Legion Magazine
V.I.P. Magazine
Motor Trend
Hot Rod
Car Craft
Road & Track
Car & Driver
Southern Living
Ebony
Jet
Crises
Encore
Signature
Family (Army Times)

VIRGINIA SLIMS

TV Guide
McCalls
Ladies Home Journal
Redbood
Cosmopolitan
Vogue
Harper's Bazaar
Mademoiselle
Family Circle
Woman's Day
American Home
House & Garden
MacFadden's Women's Group
Dell Modern Group
Southern Living
Ideal Women's Group
Glamour
Ebony
Jet

PARLIAMENT

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Psychology Today
Saturday Review
Money
World
Intellectual Digest
Ladies Home Journal

BENSON & HEDGES

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Playboy
Gallery
Esquire
Psychology Today
Saturday Review
Harper's
The Atlantic
World
McCalls
Ladies Home Journal
Cosmopolitan
Family Circle
Women's Day
American Home
Southern Living
Skiing
Ebony
Jet
Essence
Crises
Oui
Intellectual Digest
Money
Travel & Leisure
Signature
Girl Talk

MULTIFILTER

TV Guide
Time

1005201585

Source: https://www.industrydocuments.ucsf.edu/docs/tryk0000

LOCAL ADVERTISING REGION NO. 1

OUTDOOR*

Parliament (May)	Boston	110 Posters
	Hartford	25 Posters
Benson & Hedges (June)	New Haven	32 Posters
	New York	571 Posters
	Providence	38 Posters
Benson & Hedges (May) Virginia Slims (June)	New York	3,300 1-Sheet Subway Car Cards
Benson & Hedges (May) Marlboro (June)	New York	1,800 2-Sheet Subway Panels
Marlboro (May) Virginia Slims (June)	New York	499 3-Sheet Panels
Marlboro (May) Benson & Hedges Parliament (June)	New York	500 King-Size Panels
Benson & Hedges (May) Marlboro (June)	New York	200 Subway Clocks
Marlboro (May-June)	New York	2 Bulletins
	Bridgeport	2 Bulletins, 23 Posters
	Boston	6 Bulletins, 110 Posters
	Buffalo	4 Bulletins
	Hartford	2 Bulletins, 18 Posters
	New Haven	4 Bulletins, 13 Posters
	New York	37 Bulletins Yankee Stadium Outfield Sign
	Providence	2 Bulletins, 38 Posters
	Albany	34 Posters
Marlboro (May-June)	All Markets	REA Truck Panels
Benson & Hedges (May-June)	New York	2 Bulletins

REGIONAL PERIODICALS

Benson & Hedges, Parliament	Boston	Boston Magazine
Virginia Slims, Parliament	Boston	Playbill
Benson & Hedges, Marlboro, Parliament	New York	Cue
Parliament, Benson & Hedges	New York	Lincoln Center Programs
Benson & Hedges Marlboro, Parliament, Virginia Slims	New York	New York Magazine

*Bulletin Dimensions:
Bulletins (Permanent & rotating) - 12'x48' - 20'x70'
Posters (30-Sheet Panels) - 12'x25'
Kings (8-Sheet Panels) - 88"x85"
1-Sheet - 22"x21"
2-Sheet - 45"x59½"
3-Sheet - 41"x83½"

SUNDAY SUPPLEMENTS

NATIONAL:	
Family Weekly	Marlbo
Parade	Benson
Tuesday	Virgini
LOCAL:	
Boston	Advertiser/Hera
	Traveler
New York	Long Island Newsday
	News
	Times
Providence	Journal
Rochester	Democrat & Chronicle
Worcester	Sunday-Telegra
NEWSPAPERS:	
New York	Amsterdam Ne
	Jamaica Voice
	Newark Afro-American

1005201586

Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]

TISING REGION NO. 1

OUTDOOR*

	Boston	110 Posters
	Hartford	25 Posters
(June)	New Haven	32 Posters
	New York	571 Posters
	Providence	38 Posters
(May)	New York	3,300 1-Sheet Subway Car Cards
ne)		
(May)	New York	1,800 2-Sheet Subway Panels
	New York	499 3-Sheet Panels
ne)		
	New York	500 King-Size Panels
(May)	New York	200 Subway Clocks
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	Bridgeport	2 Bulletins, 23 Posters
	Boston	6 Bulletins, 110 Posters
	Buffalo	4 Bulletins
	Hartford	2 Bulletins, 18 Posters
	New Haven	4 Bulletins, 13 Posters
	New York	37 Bulletins Yankee Stadium Outfield Sign
	Providence	2 Bulletins, 38 Posters
	Albany	34 Posters
ne)	All Markets	REA Truck Panels
(May-June)	New York	2 Bulletins

GIONAL PERIODICALS

	Boston	Boston Magazine
	Boston	Playbill
	New York	Cue
	New York	Lincoln Center Programs
	New York	New York Magazine

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Panels) - 12'x25'
nels) - 88"x85"
"
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SUNDAY SUPPLEMENTS

NATIONAL:

Family Weekly	- Marlboro, Virginia Slims, Benson & Hedges
Parade	- Benson & Hedges, Marlboro, Virginia Slims
Tuesday	- Virginia Slims, Benson & Hedges

LOCAL:

Boston	Advertiser/Herald Traveler	Parliament
New York	Long Island Newsday	Benson & Hedges, Marlboro, Virginia Slims, Parliament
	News	Benson & Hedges, Marlboro, Parliament, Virginia Slims
	Times	Parliament, Benson & Hedges, Marlboro, Virginia Slims
Providence	Journal	Benson & Hedges, Marlboro, Virginia Slims
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Virginia Slims
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro, Virginia Slims

NEWSPAPERS:

New York	Amsterdam News	Benson & Hedges, Marlboro
	Jamaica Voice	Benson & Hedges, Marlboro
	Newark Afro-American	Benson & Hedges, Marlboro

PHILIP M

INCORPOR

100 PARK AVENUE, NEW

★ ★

ADVERT

SCHED

APRIL 30 -

3RD SALES

197

★ ★

MARLBORO BENSON & HE

VIRGINIA SLIMS

1005201587

Source: https://www.industrydocuments.ucsf.edu/docs/fyh00000

ARCHIVE LOCATION VARIANCE SHEET

THE NUMBER (RANGE) 1005201588 IS LOCATED:

( ) IN THE AUDIO CABINET _____

( ) IN THE VIDEO CABINET _____

( ) ON THE OVERSIZE SHELF _____

( ) IN THE MICROFORMS CABINET _____

( ) AT THE WAREHOUSE _____

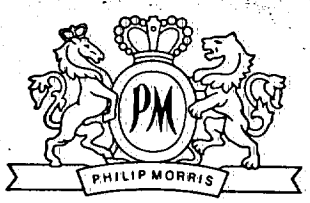
( ) IN THE TRANSLATION/TRANSCRIPTION FILES

_____

(X) OTHER _____

OVERSIZE DOCUMENT IN COLLECTION

Source: https://www.industrydocuments.ucsf.edu/docs/tryk0000



PHILIP MORRIS

U.S.A.

1005201589

SP 14-73

Source: https://www.industrydocuments.ucsf.edu/docs/tyk00310